

## DAFTAR PUSTAKA

- Abbate, J (1999), *Inventing the Internet*, Cambridge, MA: The MIT Press.
- Blech & Blech. *Advertising and Promotion : Ad Integrated Marketing Communication Perspective*. 8th Edition. New York. Mc.Graw-Hill, 2009.
- Chitty, William, Nigel Barker and Terence A. Shimp. *Integrated Communications*. South Melbourne: Thomson, 2005.
- Herz. J.C. (1995), *Surfing on the Internet*, Boston: Little, Brown and Company.
- Lwin, May, & Jim Aitchson, *Clueless in Advertising*. Jakarta : BIP Gramedia, 2002.
- McLuhan, M. (1964), *Understanding Media*, New York : Signet Book.
- McLuhan, M & Fiore, Q. (1967). *The Medium is the Message*. New York : Simon & Schuster.
- McQuail. D & Windahl, S. (1993). *Communication Models for Study of Mass Communication*. 2nd Edition. New York : Longman.
- Negroponte, N. (1997), *Being Digital*. New York. Albert A. Knopf.
- Parente. D.G. *Advertising Campaign Strategy*. 4th Edition. Canada : Thomson, south western, 2006.
- Rafeili, S. Sudweeks. F. (1998), Networked interactivity. In F. Sudweeks, M. McLaughlin, & S. Rafaeli. Cambridge, MA : The MIT Press.
- Shimp Terence. A. *Integrated Marketing Communications in Advertising and Promotion*. 8th Edition. South Western : Thomson Corporation, 2010.
- West, Richard & Turner, Lynn.H. *Teori Komunikasi : Edisi 3 Analisis dan Aplikasi*. Jakarta : Salemba Humanika, 2009.
- Vauskas. E.J (1996). *Lex Netwokia : Understanding the Internet Community*. First Monday, Issue 4 (Online) <http://www.firstmonday.org>
- Strate. L. (1995). *Experiencing cybertime: Computing as activity and event*. *Interpersonal Computing & Technology: An electronic Journal for 21st Century*. (Online). <http://jan.ucc.nau.edu/~ipct-j>

Sundar .S.S. & Nass, C. (2000, December). Source orientation in human-computer interaction: Programmer, networker, or independent social actor? *Communication Research* (Online)

